

## REMARKS

Upon entry of this Response: claims 1-3, 13-14, and 21 will be amended, and claims 1-4, 13-16, and 21 will remain pending. No new matter has been added. Reconsideration and further examination are respectfully requested in view of the following Remarks.

As a preliminary matter, the specification has been amended in view of the Examiner's helpful comments.

According to the Office Action, the prior pending claims are rejected under 35 USC 112, first paragraph, as including subject matter that was not described in the specification as filed. The claims have been amended to recite that the "initial and subsequent sets of toolbar buttons are not simultaneously displayed to the user in the search bar." Applicants respectfully direct the Examiner to the description in the originally filed specification, for example, at page 9, lines 3 to 8 where it states "the subsequent set of buttons (such as the "Sports" buttons) may replace the initial set of buttons (such as the "Financial" buttons)." See also, for example, page 10, lines 9 to 19 and FIG. 3 illustrating how travel toolbar buttons 330 can replace financial toolbar buttons 322. That is, the travel toolbar buttons 330 are not simultaneously displayed to the user along with the financial toolbar buttons 322 in the search bar 320 (because they replace the financial toolbar buttons 322). Reconsideration and withdrawal of the 35 USC 112, first paragraph, rejection is respectfully requested.

The previously pending claims stand rejected under 35 USC 102 as being anticipated by US Patent No. 7,222,303 ("Oren"). Reconsideration of these rejections is respectfully requested.

As amended, claim 1 now recites "receiving a single indication from the user, the single indication being received via one of the initial set of toolbar buttons in the searchbar" and "responsive to said receiving of the single indication from the user, replacing the initial set of toolbar buttons with the subsequent set of toolbar buttons in the searchbar such that .. the initial and subsequent sets of toolbar buttons are not simultaneously displayed."

Applicants respectfully suggest that neither Oren nor any other reference discloses or suggests such features.

In particular, Oren discloses a toolbar with “hotbuttons.” The specific hotbuttons displayed in the toolbar may be selected based on the content of a web page being viewed by the user. Col. 2, lines 30 to 44. Moreover:

Clicking on a hotbutton may result in various actions; in this example, it yields a list of links related to that hotbutton label (topic). In the instance where one or more hotbuttons are related to a specific product(s) displayed within the web page, the list of links yielded when clicking the hotbutton may also include comparative shopping information related to such product(s).

Col. 2, lines 61 to 67. The list of links might be displayed in a pop-up window. Col. 3, lines 21 to 26.

Nowhere, however, does Oren disclose “receiving a single indication from the user, the single indication being received via one of the initial set of toolbar buttons in the searchbar” and “responsive to said receiving of the single indication from the user, replacing the initial set of toolbar buttons with the subsequent set of toolbar buttons in the searchbar” as is now recited in claim 1. That is, a new set of hotbuttons is not displayed responsive to the selection of a hotbutton by the user.

Consider selection of the “Get Travel TB (“Toolbar”) in FIG. 3 of the present application. Responsive to that selection, new travel-related buttons 330 replace the existing buttons. Selection of the “Play Station” hotbutton of FIG. 11 in Oren, in contrast, results in the display of a pop-up window of links (related to “Play Station”) as illustrated in FIG. 12 of Oren – but the hotbuttons themselves do not change. Only by viewing a different web page (instead of “games.yahoo.com”) will the hotbuttons be replaced with a different set.

Thus, Applicants respectfully request reconsideration and allowance of claim 1. The remaining claims depend from claim 1, or recite similar limitations, and should therefore be allowable for at least the same reasons.

Claim 3 has been further amended to recite that “the initial set of toolbar buttons is replaced without changing the web page” to further distinguish the invention from Oren.

Moreover, claim 21 now receives that a first search result (from a first search engine) is displayed to the user. The user selects a first toolbar button and, as a result, a second search result (from a second search engine) is displayed. The user then re-selects that same first toolbar button and, as a result, a third search result is displayed. By way of example, selection of the “Next Result” button 724 in FIG. 7 of the present application will cycle the display through search results 726 from various search engines (Google, Alta Vista, etc.) as illustrated and described in connection with elements 606 and 608 of FIG. 6 and the accompanying description in the specification. Clearly, no hotbutton described in Oren discloses or suggests such a feature.

Applicants note the Examiner statement that “hotbuttons or web content is interpreted as a ‘first search result,’ Figure 10 illustrates a ‘Search Engines’ hotbutton capable of selecting different remote search engines via Internet.” Page 7. Applicants respectfully suggest that selection of the ‘Search Engines’ would presumably result in a pop-up window listing links associated with different search engines (similar to the list of Play Station links illustrated in FIG. 12). Repeated selection of the button would not result in the display of different search results from different search engines.

## **C O N C L U S I O N**

Accordingly, Applicants respectfully request allowance of the pending claims. If any issues remain, or if the Examiner has any further suggestions for expediting allowance of the present application, the Examiner is kindly invited to contact the undersigned via telephone at (203) 972-0191.

Respectfully submitted,

July 22, 2008  
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